

MAY 27 1925

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OLD HOME WEEK

Photoplay in 7 reels ✓

from the Story by George Ade

Screen play by Thomas J. Geraghty

Directed by Victor Heerman

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

"Old Home Week" is 7 Reels—6780 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky
THOMAS MEIGHAN

with LILA LEE

in
"OLD HOME WEEK"

Suggested by George Ade's play

Screen play by Thomas J. Geraghty

Directed by Victor Heerman

A Paramount Picture

PURPOSE: To Help You Sell the Picture

Thomas Meighan Glorifies Main Street
Homespun Comedy-RecordAmerica's Favorite Star
Has Appealing Role in
Story Suggested
by George AdeLila Lee Heads Strong Supporting Cast
in Picture Sparkling with Laughs,
Action and Dramatic Surprises

THE happy triple alliance of Meighan, Ade and Tom Geraghty, expert scenarist—the same winning combination that was responsible for the sensational triumph of "Back Home and Broke" has scored another box office bullseye with "Old Home Week."

Here is a picture that portrays the sunny side of Main Street and does it in such human and humorous fashion that the memory of it will linger long after other photoplays have been forgotten.

"Old Home Week" is just a big, wholesome, smiling story with a dash of thrill, flavored with suspense, and a charming love interest. It is the American small town in all its glory and it deals with the average kind of people who make up the backbone of this country.

Meighan has the type of role that he can play to perfection—that of a genial, easy-going sort of chap, misunderstood by the girl he loves, despised by the townspeople, who eventually proves himself a hero and public benefactor when he outwits a pair of crooks who are trying to put over a fake oil deal.

The supporting cast boasts a group of experienced troupers, who are all well known to the picture-going public. Thus, lovely and charming Lila Lee is Tom's leading woman once again, and as usual, gives a delightful account of herself. Larry Wheat is another dependable actor who ably seconds Meighan. Other acting honors fall to the lot of Charles Dow Clark, Max Figman and Charles Sellon.

Victor Heerman, who produced "The Confidence Man," wielded the megaphone on "Old Home Week," and his intelligent direction is another contributing factor to the success of the photoplay.

Cast

Tom Clark	THOMAS MEIGHAN
Ethel Harmon	Lila Lee
J. Edward Brice	Larry Wheat
Marshall Coleman	Charles Dow Clark
Townsend Barton	Max Figman
Uncle Henry	Charles Sellon
Mary Clark	Zelma Tiden
Judge Harmon	Sidney Paxton
Jim Ferguson	Joseph Smiley
Frikkle	Jack Terry
Otey Jinks	Leslie Hunt
Mrs. Clark	Isabel West
Congressman Brady	Clayton Frye

Synopsis

TOM MEIGHAN, as Tom Clark, has left the small middle western town of Clarksville to make his fortune in New York City. He has left his sweetheart, Ethel Harmon, behind him. After many years Tom has risen as far as part owner of a gasoline filling station. His partner is J. Edward Brice, a wise-guy New Yorker, but with a good heart. Business is bad, and the two are anxious to sell the station. So they have cards printed reading "Amalgamated Oil Co. of New York; Thomas Clark, President; J. Edward Brice, Vice President."

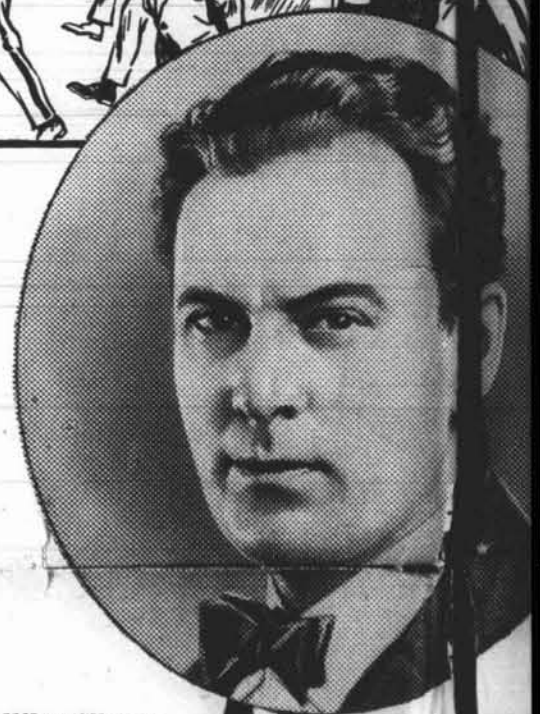
A Golden Jubilee of



Strike up the band! Here comes a PICTURE!

Grab your hat and get in line!

It's Tommy's biggest and best!



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

THOMAS MEIGHAN
"OLD HOME WEEK"

Three-column Newspaper Advertisement

Film Facts

Star

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AMOUNT

Anything in This Press Sheet May Be Reprinted

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with LILA LEE

in
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Suggested by George Ade's story
Screen play by Thomas J. Geraghty
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A Paramount Picture

SHEET

To Help You Sell the Picture to the Public.

ifies Main Street in a New y-Romance, "Old Home Week"

ubilee of Entertainment



A
Paramount
Picture

SUGGESTED BY
**GEORGE
ADE'S**
—STORY—

PRESENT
AS MEIGHAN in
"OLD HOME WEEK"
—WITH—
LILA LEE

Three-column Newspaper Advertisement 3A

acts

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most humorist. "Old
home and the big moments is when Tom arrives

The by-ways of this story are as delicious as the brief synopsis is interesting. It is impossible in a few lines to show what marvelous characterization "Old Home Week" has. Tom is a much more than a good and despicable young man for a time attitude, but when he thwarts the crooks, the old Clarksville changes. The old home week celebration will bring back many cherished memories to those who view it. One of the big moments is when Tom arrives

Highlights

Big Scenes

PUTTING IT OVER RIGHT

MAKE "OLD HOME WEEK" A CIVIC EVENT!

"Old Home Week" is something more than merely another extraordinarily fine Meighan picture. It ties up with a vital, important and typically American custom that is popular in thousands of communities in the United States.

Here is a film, Mr. Exhibitor, that offers you the rare opportunity of cashing in heavily in the matter of profits, and, at the same time, of gaining tremendous prestige for your theatre and great personal popularity for yourself.

Boost your town as well as your box-office and you will gather good will as well as gold dollars.

Exploit "Old Home Week" not only as a picture but as a civic event!

Sell the newspapers, public officials and merchants the idea of having an "Old Home Week" in your town. Start three weeks in advance, thru the paper, to urge residents to write their sons, daughters, brothers and sisters who have moved away from town to come back home for a visit. Slides on your screen, pounding the idea home, will help. You can write these slides yourself.

Enough people probably will come back so the ladies of the town can give a dinner (or old-time "sociable") in one of the churches or in a hall. Have a real, jolly old "get-together" party, followed by community singing and a dance.

Here are a few of the things and stunts that can be done during "Old Home Week": decoration of streets and stores—special Old Home Week sales by all the merchants—possibly a night street party—newspaper articles by old settlers and photos of old homesteads and landmarks—parties with guests dressed in old-time costumes.

Get local traction and bus lines to run special excursions. Have some one provide free Old Home Week seals that can be used on all outgoing mail. Tie up with florists and telegraph companies on the idea that all folks whose home is elsewhere send flowers or a message home during that week.

Writing Contest: Thru the paper, offer modest prizes for the best poems on "Old Home Week." Try to get stuff that has the sweet, heart-tugging flavor of James Whitecomb Riley's writings. There are always enough sentimental folks in every town, who love to write poetry, to make this contest popular. Besides printing the winning poems in the paper, write out the best one as a slide and throw it on your screen during the showing of the picture.

Get the newspaper to help you put over a "State Societies Night." Every town has people who come from a variety of other states. Set aside one night when all the former Pennsylvanians, for instance, will meet at your theatre to have a rally and see "Old Home Week." Get the other state folks to meet there at the same time.

Lobby display: Give your lobby a carnival atmosphere—toy balloons, pennants, flags, Japanese lanterns, bunting, paper streamers, confetti, etc. The idea is to get an atmosphere of gaiety, joyousness, life.

It should be an easy matter to persuade the newspaper to run a series of brief, biographical sketches of men and women who hail from the home town and have made conspicuous successes in the outside world.

Fiddling Contest: Dig up three or four of the oldest fiddlers in your town—pioneers or Grand Army men—and line them up on the stage of your theatre. Let each one play some of his favorite stuff—the livelier the better. Offer an award for the one that the audience, by its applause, proclaims the winner. At the finish, perhaps, let them all play one number together for a rip-roaring finale.

Singing Contest: If you can't get fiddlers, try a singing contest. Get as many as a dozen local singers, and have each one sing some old-time or popular song. Let the audience's applause decide the winner.

The above suggestions merely scratch the surface of the exploitation possibilities of this picture. The big point to remember is this: if you take the initiative in arranging an "Old Home Week" in your town, you will not only be doing yourself a favor from a dollars-and-cents standpoint, but you will be doing your community a service that is bound to be of inestimable value to you and your theatre.

Lila Lee Heads Strong Supporting Cast in Picture Sparkling with Laughs, Action and Dramatic Surprises

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Back in Clarksville, a pair of sharpers, Coleman and Barton, have sold all of the townspeople, including Tom's mother and girl, shares in the Clarksville Community Oil Co. They sink an oil well on the outskirts of the town. To get more suckers, they decide to pull a big Old Home Week. The whole town gets peppered with a lot of money. Tom's mother writes enthusiastically to him, urging him to come home for the event. Broke and with a worthless filling station on his hands, Tom starts home.

On to Tom's train is the private car of James Oliver Ferret, former Clarksville “boy,” now a big railroad magnate. He sees James Oliver's private car, flashes his “Amalgamated Oil” card, and is invited to travel with the millionaire. The result when they arrive in Clarksville, Tom is hailed by the folks as a wealthy oil man. His Uncle Henry and Judge Harmon, his father, both of whom have had little respect for Tom, sit up and take notice when they learn that he is president of a big oil company of New York.

They make arrangements for him to be one of the speakers at the celebration and appoint him their representative in the Clarksville Community Oil Co. Tom investigates and discovers that the well is a fake. Determined to outwit the crooks, Tom has the oil well salted and secretly connected with the town's reservoir. Clarksville pulls its Old Home Week. It is a humdinger of an event. Tom is the hero of the hour. At the height of his triumph, he gets a telegram from his partner stating that the sheriff is coming to close down their filling station for debts that they have contracted. Unfortunately, Judge Harmon sees this telegram, and when he realizes that Tom is broke, he is furious and at once exposes him.

In the meanwhile, Coleman and Barton with \$90,000 of the townspeople's money plan their getaway. On the way out, they pass the oil well. A geyser of what looks like oil is spouting from the well. Leaving Barton to investigate further, Coleman rushes back with an offer to buy the well. Tom gladly makes out a bill of sale and before the irate citizens can interfere or Barton arrive with the news that the well is worthless, he makes the sale, getting the \$90,000 back as well as \$4,000 more.

When the Clarksville people find out what Tom has done they treat him as lavishly as they had previously reviled him. Ethel is the first to acclaim him. This is done in the kitchen and a kiss goes to it.



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ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

THOMAS MEIGHAN “OLD HOME WEEK”

Three-column Newspaper Advertisement

Film Facts

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Director

Victor Heerman, who produced “The Confidence Man,” and many other film successes.

Author

George Ade, America's foremost humorist. “Old Home Week” is the fourth story he has written expressly for Tommy Meighan; the other three are “Our Leading Citizen,” “Back Home and Broke,” and “Woman Proof.”

Scenarist

Tom Geraghty, one of the most able and experienced scenario writers in the business, who was responsible for the adaptations of several of Meighan's previous productions.

Support

Mr. Meighan's supporting cast has some names in it to conjure with—Lila Lee, Lawrence Wheat, Charles Dow Clark, Max Figman and Charles Sellon. They stand for the best in the theatrical and motion picture world.

Cameraman

Alvin Wyckoff, for many years Cecil B. DeMille's chief photographer.

Type of Story

A crackerjack, bangup story of the caliber of “Back Home and Broke” brimming over with swift-moving action, clean fun and wholesome romance. “Old Home Week” pictures the type of celebration that is popular in thousands of communities in the United States, when during one week in the year the native sons return from their triumphs far afield to bask in the admiration of their friends and relatives at home.

Appeal

There's something about the old home town that stirs your blood. When you meet an old friend from home, you smile, snap your suspenders and stick out your chest. Well, that's the feeling you get out of “Old Home Week.” And more than that—you get Thomas Meighan in a story crammed full of breezy, typically American humor, the kind of gags George Ade has become famous for. Meighan-Ade—that combination spells entertainment for the fans and money for the exhibitor.

The path had its own brief symphony of old-fashioned good nature, in the attitude of the home and the app

The ride of the news is a thrill.

The drama finish when Tom is one of the crowd interfering with what he is trying to do in this situation before

Most of the town of all work and time you see the picture, when the pasting—the Old Home Week celebration is out, Otey is proud. He will not even a cigarette; he is a great pair and Little Mary (another who p to get the couple human interest

There is no small town attraction. They are Most of the excitement, the agricultural to the celebration used.



THOMAS MEIGHAN in
"OLD HOME WEEK" WITH LILA LEE

a Paramount Picture

SUGGESTED BY
GEORGE ADE'S
—STORY—

column Newspaper Advertisement 3A

ts Highlights

Big Scenes

The by-paths of this story are as delicious as the main thread is interesting. It is impossible in a brief synopsis to show what marvelous characterizations "Old Home Week" has. Tom is a much misunderstood and despised young man for a time in the picture, but when he thwarts the crooks, the attitude of Clarksville changes.

The old home week celebration will bring back many cherished memories to those who view it. One of the big moments is when Tom arrives home and appears on the platform of Jim Ferguson, which has been attached to the

The ride of the children throughout the town to tell the news of the "home charge" with excitement and thrills.

The dramatic climax comes towards the very finish when Tom tries to sell the worthless well to one of the crooks and is almost prevented by the interference of the irate citizens, who do not know what he is trying to do. There is more suspense in this situation than there has ever been in a Meighan picture before.

Comedy

Most of the comedy scenes revolve around Otey Jinks, the town's lazy man, and Wes Frikkle, man of all work around the railroad station. From the time you see this pair in the opening shot of the picture, when they are pasting—or rather Wes is pasting—twenty-four sheets of the Old Home Week celebration on the board, until the last fade-out, Otey probably the laziest man in the world. He will not even get up from his chair to borrow a cigarette; he has Wes bring one to him. They're little Mir and they furnish a flock of laughs.

Another wily character, Tom's sister in the picture, is to get the best of her. Her efforts to get the coupé are packed full of that kind of interest that makes audiences feel good.

Backgrounds

There is nothing "manufactured" about the town. The atmosphere and settings in this production are real and absolutely true-to-life. Most of the exteriors, including the old home week celebration, were filmed in Ocala, Florida, a small town of five thousand population. For the occasion itself, hundreds of townspeople were

ture. It ties up with a vital, important and typically American custom that is popular in thousands of communities in the United States.

Here is a film, Mr. Exhibitor, that offers you the rare opportunity of cashing in heavily in the matter of profits, and, at the same time, of gaining tremendous prestige for your theatre and great personal popularity for yourself.

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Exploit "Old Home Week" not only as a picture but as a civic event!

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Of all the screen successes in which the
Leading male star has appeared there is no
Doubt but that his latest comedy-drama is
His best from an entertainment standpoint.
OLD HOME WEEK is by far the funniest THOMAS
MEIGHAN photoplay the Rialto Theatre has
EVER shown. It's a warm slice of real life,
Wholesome, humorous and tremendously human.
Every film fan from eight to eighty will
Enjoy its clean fun and sweet romance—the
Kind of picture the whole family should see!

Novelty Type Ad



Paramount Press Ads + Shears and I

ADULTS ONLY
SUGGESTED BY
GEORGE ADEL'S
STORY

THOMAS MEIGHAN



THOMAS MEIGHAN

ABOVE—A six-column ad, made from material in four-column Press Ad. In upper right hand corner, a one-column ad composed of Meighan head in two-column supplementary Press Ad, 2AS, lettering from one-column ad, and drummer from two-column supplementary. To the right, another adaptation of the supplementary.



THOMAS MEIGHAN

ears and Paste=Any Amount of Ads



THOMAS MEIGHAN in "OLD HOME WEEK"



THOMAS MEIGHAN

LILA LEE

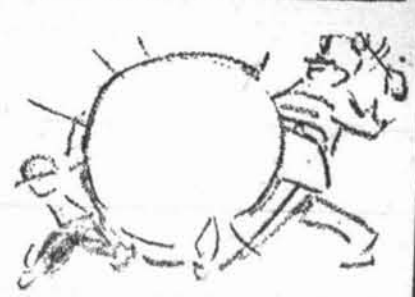


THOMAS MEIGHAN LILA LEE



THOMAS MEIGHAN in
"OLD HOME WEEK"

The Screen's favorite
in a play that
touches the heart
and of every
town in America



The above strip ad
is a combination of
one-column Press
ad, and two-column
supplementary,
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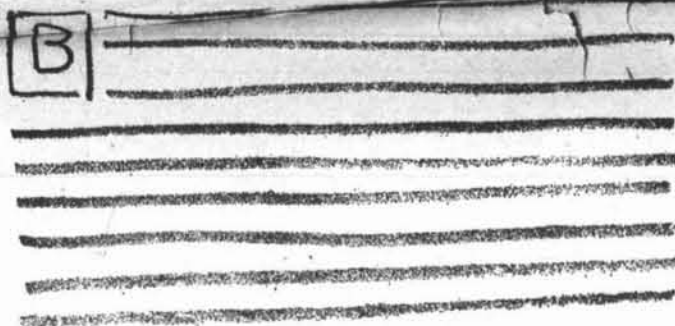
THOMAS MEIGHAN in
"OLD HOME WEEK"





THOMAS MEIGHAN

WITH
LILA LEE IN



"OLD HOME WEEK"

ABOVE—A deep two-column ad made by combining the Meighan and Lee heads in the four-column Press Ad with the lettering from the same ad.

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THOMAS
MEIGHAN

RIVOLI THEATRE
TO-NIGHT



LILA LEE

VINCENT TROTТА, Director of the Famous Players-Lasky Art Department, illustrates on this page a few of the many ad combinations possible with Press Book material. Just a FEW! And other hundred combinations are not impossible. And EVERY set of Paramount ads is just as elastic.



THOMAS MEIGHAN LILA LEE



The Screen's Favorite
in a play that
touches the heart
and of every
town in America



The above strip ad
is a combination of
one-column Press
ad, and two-column
supplementary,
2ASX.



To the right is an
adaptation of one-
column Press Ad
and beside it an ad
combining parts of
four-column ad and
supplementary,
2ASX.

TO-NIGHT



LEFT—A two-column ad, composed of Meighan head
from three-column ad and part of one-column ad.



THOMAS MEIGHAN



Director of the Famous
Department, illustrates on
ly ad combinations pos-
sible. Just a FEW! An-
swers are not impossible.
ent ads is just as elastic.

IF you don't see what you want in the Press Book,
don't cry to high heaven that Press Books are
the bunk. A bit of study and a pair of shears
will solve YOUR advertising problem. Sargent, of
the M. P. World, says: "Let this idea sink in. It
is worth a lot of money to you." And it is!



Paramount Pictures + Paramount Pu

Old Home Week Is Of Ancient Origin

Theme of Thomas Meighan's Current Film, "Old Home Week," Springs From Age-Old Custom

LOVE may be the theme over which most words are spilled by poets and authors. Love may make the world go 'round—but the thought of home is a close second when it comes to moving the hearts of men and women.

When you get right down to it, home really has always come first. Father Adam undoubtedly had a nice, cozy little bungalow fixed up for himself before he ever met his future wife, Eve having come along one afternoon while he was enjoying his siesta. And in the good old days, a few hundred thousand years ago, we are told it was the custom for the amorous male to go out and club a maiden and drag her to his cave, which would seem to imply that he had arranged for a one room suite with all the current improvements, before love came into his life.

Even then the more or less human beings borrowed the homing instinct of the pterodactyl, which was the substitute for the dove in those days. No matter how far they might wander or through what pleasures and palaces they might roam, there came a time when they sought the old familiar rock pile. This spirit, which in time grew to be sort of a habit with them, was handed down through the ages, not to say eons, until now it is the theme of Thomas Meighan's latest Paramount picture, "Old Home Week."

Ye Olde English "Harvest Home"

In comparatively modern times, say three or four hundred years ago, some clever greybeard in England thought up a lot of foolish customs to be used in connection with the harvesting of the grain; that is, they look foolish to us now, but they weren't so stupid in those days, for they made the harvesters forget they were working. Any employer, even today, will tell you that there are many dumber things than that. Be that as it may, these customs soon became as popular as hot dogs at a ball game, and the local sons and daughters who had wandered away from the old home town began to choose the harvest season as the most propitious time to gallop back behind the sorrel mare to the scenes of their youth. Before long, "harvest home", as it was called, became a yearly-blooming institution.

Thomas Meighan, who has a strange desire to look into folk-lore and traditions of this kind, says that, curiously enough, customs of the same general kind have prevailed in various parts of the world since time immemorial. The Egyptians, being an odd race anyhow, staged their celebrations in the spring of the year in honor of Osiris, who was one of their favorites among the gods. Even the Aztecs had pleasant and congenial little parties at which children were sacrificed as a thank offering to the deity who made the corn grow, and the old folks for miles around would gather for the festivities.

New Hampshire First to Introduce Old Home Week

But as usual, it remained for an American to change these celebrations and home-comings from haphazard affairs into efficient and well-managed gatherings which had a definite, useful purpose. This was as recently as 1899, when the Hon. Frank W. Rollins, then Governor of New Hampshire inaugurated the first real Old Home Week. It happened that the Governor, traveling around within the limits of the State boundaries, was struck with a bright idea. It pained him to see the way things were going to seed in the villages and small towns, and he figured that if all the old home folks—not only the ones from a little distance, but from all over the country—could be brought back for a week, the towns would spruce up, new interest in them would be created, and a better spirit of cooperation would be induced.

He was right, as most New Englanders have a habit of being when it comes to practical things. The first Old Home Week was a big success. New Hampshireites came from California and all points east. Many of them, properly primed with doughnuts, pie, and boiled beef and cabbage, decided that Dobbinsville or Orchard Centre was a pretty fine place to have a summer home, and maybe they subscribed to a fund to pay off the church mortgage or erect a monumental fountain. In any event, they had a grand time reminiscing about childhood days, renewing friendships and wandering among the scenes of their youth.

Picture is Wholesome, Humorous and Human

The idea quickly spread to other States, and now Old Home Week is a fixture in hundreds of towns and cities throughout the east and middle west. The spirit of gladness and rejuvenation which attends one of these gatherings has been captured in the story of "Old Home Week" and transferred to the screen. Which only emphasizes the fact that while it's a far cry from the days of the caveman's homecoming to the modern celebration of Old Home Week, the fundamental idea is still the same. It is founded on man's unalterable affection for the place where he used to hang his hat.

Admirers of Thomas Meighan are certain to hail his latest screen vehicle with the keenest delight. "Old Home Week" presents the popular Paramount star in a story made to order for his genial personality and histrionic talent. The plot is a wholesome and humorous concoction of swift-moving action, homespun

Tom Pulls a "Nifty"!

Six miles northeast of Ocala, Florida, where Thomas Meighan's latest Paramount picture, "Old Home Week", was filmed, is a famous watering place called Silver Springs.

The water is as clear as crystal, and it gushes forth at the rate of twenty-two million gallons an hour. United States geologists who have measured the flow say it is the largest spring in the world.

Mr. Meighan made several pilgrimages to the place, and accompanied by a talkative guide, explored all the interesting corners of the spring and its remarkable run in a glass-bottomed boat, through which one can see huge turtles, catfish and an occasional alligator swimming in the crystalline depths thirty or forty feet below the surface.

The guide explained that this spring was the real "Fountain of Youth" discovered by Ponce de Leon four hundred years ago.

"It is a well known fact," continued the guide, "that these waters possess the wonderful properties sought by the famous Spanish explorer. Thousands of people come here and regain their youth."

Tom pondered this fact for about a minute.

"Well," he said, "after I finish this picture I suppose I'll find myself playing opposite Baby Peggy!"

Florida Oil Well Turns Out to Be Movie Gusher

Florida's extraordinary real estate boom was temporarily sidetracked a few months ago by a more romantic and spectacular Golconda—an oil rush. Tourists passing along the Anthony road on the outskirts of Ocala, in Marion County, were amazed to see a gusher fifty feet high spouting from an oil derrick less than a hundred yards from the roadside. The brown liquid shot up in a great geyser, men shouted and threw their hats in the air, and an atmosphere of excitement pervaded the whole community.

Nor did the tense interest wholly abate when it was learned that the oil gusher was a part of Thomas Meighan's new Paramount photoplay, "Old Home Week," for an oil well that spouts before a motion picture camera is almost as interesting as a gusher in real life.

Scores of tourist parties, driving north from Miami, Palm Beach and Tampa to Jacksonville lingered in the vicinity for several days while the oil scenes of "Old Home Week" were rehearsed and shot under the direction of Victor Heerman. And they were rewarded by seeing the well spout, not once but fifteen or twenty times, whenever Director Heerman waved his handkerchief.

What made the gusher gush? Ah, that's a secret. But the Ocala fire department, with its prize fire engine concealed behind a nearby clump of trees, might give a clue to the mystery.

"Old Home Week" is based on a story written by America's most famous humorist, George Ade, and is full of comedy, speed and slashing action. Lila Lee heads the superb supporting cast.

As the title suggests, the story deals with the average American small town and pictures the type of celebration that is popular in thousands of communities in the United States, when during one week in the year the native sons return from their successes far afield to bask in the admiration of their friends and relatives at home.

Record Salary Paid to Extra in Meighan Film

The highest paid movie extra in the world lives in Ocala, Florida. For appearing in a single scene with Thomas Meighan in "Old Home

Meighan Film at Rialto



THOMAS MEIGHAN AND LILA LEE IN "OLD HOME WEEK" A PARAMOUNT PRODUCTION

THE local premiere of "Old Home Week", the new Paramount production starring Thomas Meighan, will take place next Sunday at the Rialto Theatre.

"Old Home Week" was written specifically for Mr. Meighan by George Ade, famous American humorist, and provides the popular screen star with the most diversified role that he has ever played. It is a part rich in its opportunities for the expression of comedy and pathos and is the type of characterization in which the vast army of his admirers will be delighted to see him.

The latest Ade story is typically Ade, which is to say that it has that peculiarly human appeal which makes all of his writings so universally liked. In "Old Home Week," the author with the help of Tom Geraghty, who made the film adaptation, has captured all the humor and romance and pep of the typical, American small town, so that the picture may truthfully be hailed as an epic of our average Main Street.

The action of the story centers around Meighan, who, as Tom Clark,

has left of of Clarks seek fame and fortune. He returns home to a combination of townspeople who are healthy and hearty. The plot that two swindle through a pens where Tom is in he manages to develop their favor by absorbing wholesome prizes. Victor Lee, who cast that picture, along the line. In the lead nishes the love to every well-meaning and some of the

Advance Stories

"Old Home Week" to Be Rialto Feature

OLD HOME WEEK," the new Paramount picture, which opens Sunday at the Rialto Theatre for a three days' run, offers the rare combination of an exceptionally interesting story and a brilliant star.

It was written by George Ade, famous American humorist, and serves as a starring vehicle for that personable and popular screen idol, Tommy Meighan. Tom Geraghty, one of the best known scenario writers in the business, wrote the film adaptation, and Victor Heerman performed the directorial honors.

Meighan has a particularly sympathetic part in this picture—that of a likeable young chap who fails to make a success in New York and returns to his home town. The fun begins when the local citizens get the mistaken impression that he is the president of a big oil company of New York. For a time Tom is a veritable hero, but his triumph is short-lived. Even "the only girl" turns against him when he is publicly exposed.

From that point the plot develops several dramatic complications, but in the end, Tom proves his business ability, when by a bit of strategy he turns the tables on a couple of crooks, who try to swindle the townspeople through a fake oil deal.

Wholesome, humorous and human, "Old Home Week" is the type of photoplay that provides ideal entertainment. Lila Lee, Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon are among the

Press

Review

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amount Publicity = Paramount Profits



in Film at Rialto Sunday



MEIGHAN AND LILA LEE IN "OLD HOME WEEK," A PARAMOUNT PRODUCTION
Two-column Production

miere of "Old Home Week," the new Paramount production, starring Thomas Meighan, next Sunday at the Rialto Theatre.

"Old Home Week" was written by George Ade, the famous American humorist, and provides the most diversified ever played. It is a comedy and pathos of characterization of an army of his delighted to see him. The story is typically American, an appeal which writings so universal as "Old Home Week," the help of Tom Meighan, who adapted the film, all the humor of the typical town, so that the average Main Street, the story centers on who, as Tom Clark,

has left the small mid-western town of Clarksville, where he was born, to seek fame and fortune in New York. He returns home during an Old Home Week celebration, and through a combination of circumstances, the townspeople are led to believe that he is a wealthy oil man. The plot thickens when Tom learns through a sharpshooter that the folks discover that their favorite reality a failure, and how is developed by outwitting the crooks who are in a series of intensely situations chock-full of fun and dramatic surprise.

Victor Heerman, who directed the picture, has assembled a supporting cast that insures effective acting all along the line. Lila Lee is featured in the lead role, a feminine role and fun-loving interest so necessary to every well-balanced photoplay. Other important players are Max Figman, Charles Dow Clark, and Charles Sellon.

A Reel Estate Story!

All these stories you hear about the pep and aggressiveness of the Florida real estate men are true. You can't exaggerate on the facts.

During the making of "Old Home Week," Thomas Meighan's latest screen vehicle, in Central Florida, the popular Paramount star walked into the barber shop of the Seminole hotel in Jacksonville, one afternoon, having just arrived to attend the Progress Exposition with Governor John W. Martin.

He had been in town less than fifteen minutes when a real estate man heard about him and tracked him to the barber shop.

"Mr. Meighan," said the salesman when he had identified his victim underneath a cloud of lather and towels.

"Whoopee! Er Up Land and Development Company. We are going to make you a present of two and a half acres in our choice tract at Lakeland, absolutely free. All you have to do is sign on the dotted line and let us use your name for advertising."

Tom's voice came in muffled, but nevertheless determined tones from beneath the barber's soapy meringue.

"Thanks. You're not going to give me anything, because my lawyer tells me never to take anything for nothing, especially from strangers!"

But the real estate man, undaunted, talked all the way through a shave, haircut and manicure. However, Tom didn't fall.

Meighan Troupe Enjoy Florida Wienie Roast

Motion picture folks look forward to a location trip with the same anticipation as a group of high school boys and girls going forth on a picnic. Not only do the cinematic celebrities enjoy travel, new sights and meeting strange people but location work also spells relief from the monotony of studio work.

Thomas Meighan, Lila Lee and others of the Paramount company, who recently completed "Old Home Week," under the direction of Victor Heerman, are among the boosters for frequent location jaunts. The major portion of this film was photographed in Ocala, Florida, a town of 3,000 real estate folks and about 2,000 other people. Needless to say, Ocala boasts all the advantages that has made Florida the Mecca of Northern tourists.

During their stay in Ocala, the members of the Paramount unit were tendered a wienie roast at the Ocala Country Club. A "wienie," for the benefit of those who don't know, is a hot dog, a frankfurter, and according to Tom Meighan, the little plump sausage, when roasted in a wood fire at the end of a long stick, flavored with mustard, and eaten in the Florida moonlight, makes first class food.

This was a wienie roast de luxe, however. A ten piece orchestra played operatic airs from the club house balcony, and a dozen negro waiters in white jackets served cake, salted almonds and pickles during the festivities.

"Old Home Week" is a comedy-romance full of wholesome fun and rich in love appeal. The photoplay is based on a story suggested by George Ade, which means that it is not only humorous but human.

Fore! Lila Lee Is Bitten by Golf Bug

The latest screenite to succumb to the lure of the mashie and niblick is lovely Lila Lee, who will be seen at the Rialto next week when Thomas Meighan's latest Paramount production, "Old Home Week," begins its local engagement.

As a matter of fact, it was while this picture was being made in Ocala,

Meighan Scores In Small Town Comedy

George Ade Story, "Old Home Week," Throbs With Reality, Romance and Rollicking Humor

EVERY ambitious boy dreams of the time when he will go out into the big world and return to the old home town, famous and rich. Then the mean old grouch on the corner, the stingy grocer who kept too close an eye on his bananas, the catty school-marm, the patronizing wife of the town's "big man" who objected to juvenile sniffing—everybody will swell with pride and importance, and "I knew him when" will be the town's slogan.

That is the fundamental theme of Thomas Meighan's latest Paramount comedy-romance, "Old Home Week," which made its initial appearance last week at the Rialto Theatre.

George Ade, the famous American humorist who wrote the story, has given this basic idea an original twist, filled it with comedy ingredients, added some dramatic trimmings, a surprise climax and a delightful ending, and the result is a picture bubbling over with wholesome humor, clean fun and homespun pep.

As Tom Clark, the native son who "makes good" right in his own home town, Tommy Meighan has a role that suits him to the proverbial "T." His performance rings true because there is an air of unaffected naturalness about it, an undercurrent of sincerity and plausibility that holds the interest of the audience from the opening flash-in to the final fade-out.

Not a little of the success of the photoplay is due to the intelligent scenario Tom Geraghty has provided and the deft direction of Victor Heerman. The picture throbs with reality and humanness because they have convincingly transferred the spirit and flavor of the story to the screen.

Mr. Meighan has the assistance of a tip-top supporting cast which is headed by charming and lovely Lila Lee who contributes a delightful characterization as Tom's sweetheart. Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon are a few of the other prominent players, who give a very good account of themselves.

Lila Lee Makes Final Screen Appearance in Meighan Picture

The latest cinema celebrity to desert the Klieg lights for the footlights is Lila Lee, who makes her final screen appearance—at least for some time—in Thomas Meighan's latest Paramount production, "Old Home Week," which opens Sunday at the Rialto Theatre.

The lovely and talented actress, whose bewitching personality and histrionic ability won her wide fame and popularity among the millions of picture-goers, is to star in a series of legitimate plays, the first of which is "The Charming Bride," an adaptation of a famous French farce.

Miss Lee, who in private life is the wife of James Kirkwood, well known stage and screen star, is no stranger to the stage. For many years, prior to her entrance into the movies, she was one of the headliners in vaudeville, and old-timers still remember her as the cute kid who used to be known as "Cuddles" in Gus Edwards' reviews.

Motion pictures claimed her when she outgrew the vaudeville child roles and she played in such early Paramount successes as "The Cruise of the Make Believe," "A Daughter of the Wolf" and "The Heart of Youth." It was in Cecil B. DeMille's "Male and Female" that she won recognition as an appealing type, capable of bigger and more difficult parts. Since then she has appeared in an unending array of photoplays which have brought her to the topmost rung of the film ladder.

In "Old Home Week," which is an original screen story written for Mr. Meighan by George Ade, foremost American humorist, Miss Lee is featured at the head of an imposing cast of experienced players including Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon.

The latest Meighan vehicle is a delightful mixture of laughs, romance, action and thrills laid against the background of an average American small town. Tom Geraghty adapted the story and Victor Heerman directed.

Meighan's Thoughtfulness Assures Fitting Memorial for Bobby Harron

Ever since the death of Robert Harron nearly four years ago, the motion picture industry has talked about a Harron memorial. Mention of his name still brings an odd little hush to the film parties of Hollywood and the East Coast studio group. Everybody who came in contact with him remembers his quiet, sincere, lovable personality, and everybody agrees that something should be done to keep his memory fresh. A number of suggestions have been made, but nobody has done anything.

Nobody except Thomas Meighan! Tom made a location trip to a little town called Ocala, Florida, a few months ago to shoot the exteriors of his latest Paramount picture, "Old Home

Stories

Press Reviews

"Week" to Rialto Feature

"OLD HOME WEEK," the new picture, which opens at the Rialto Theatre for a week, offers the rare combination of an exceptionally interesting and a brilliant star.

Written by George Ade, the famous American humorist, and directed by Victor Heerman, the picture is a particularly sympathetic one to the town chap who fails to make it in New York and returns to his home town. The fun of the local citizens get a big oil company of a time Tom is a but his triumph is when he is published.

The plot develops complications, but proves his business a bit of strategy he is on a couple of to swindle the townsfolk out of a fake oil deal.

Humorous and human, "Old Home Week" is the type of provides ideal entertainment. Lee, Larry Wheat, Clark, Max Figman and Charles Sellon are among the other important players.

At about the time of the oil boom, the town is at the height of its prosperity. Tom, who has been in New York, returns home during an Old Home Week celebration, and through a combination of circumstances, the townspeople are led to believe that he is a wealthy oil man. The plot thickens when Tom learns through a sharpshooter that the folks discover that their favorite reality a failure, and how is developed by outwitting the crooks who are in a series of intensely situations chock-full of fun and dramatic surprise.

Review No. 1)

A HOME-SPUN comedy-romance, and with a plot that is as well acted, skillfully directed "Old Home Week," the added advantage of Paramount is different, "Old Home Week," now showing at the Rialto Theatre, is about as satisfying and as entertaining as a photoplay as the current has produced.

Here is a picture that portrays the town that the average Main Street and does long after human and humorous fashion been forgotten memory of it will linger.

Although other photoplays have supported the star's performance of experience, the picture is a particularly sympathetic one to the town chap who fails to make it in New York and returns to his home town. The fun of the local citizens get a big oil company of a time Tom is a but his triumph is when he is published.

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In comparatively modern times, say three or four hundred years ago, some clever greybeard in England thought up a lot of foolish customs to be used in connection with the harvesting of the grain; that is, they look foolish to us now, but they weren't so stupid in those days, for they made the harvesters forget they were working. Any employer, even today, will tell you that there are many dumber things than that. Be that as it may, these customs soon became as popular as hot dogs at a ball game, and the local sons and daughters who had wandered away from the old home town began to choose the harvest season as the most propitious time to gallop back behind the sorrel mare to the scenes of their youth. Before long, "harvest home", as it was called, became a yearly-blooming institution.

Thomas Meighan, who has a strange desire to look into folk-lore and traditions of this kind, says that, curiously enough, customs of the same general kind have prevailed in various parts of the world since time immemorial. The Egyptians, being an odd race anyhow, staged their celebrations in the spring of the year in honor of Osiris, who was one of their favorites among the gods. Even the Aztecs had pleasant and congenial little parties at which children were sacrificed as a thank offering to the deity who made the corn grow, and the old folks for miles around would gather for the festivities.

New Hampshire First to Introduce Old Home Week

But as usual, it remained for an American to change these celebrations and home-comings from haphazard affairs into efficient and well-managed gatherings which had a definite, useful purpose. This was as recently as 1899, when the Hon. Frank W. Rollins, then Governor of New Hampshire inaugurated the first real Old Home Week. It happened that the Governor, traveling around within the limits of the State boundaries, was struck with a bright idea. It pained him to see the way things were going to seed in the villages and small towns, and he figured that if all the old home folks—not only the ones from a little distance, but from all over the country—could be brought back for a week, the towns would spruce up, new interest in them would be created, and a better spirit of cooperation would be induced.

He was right, as most New Englanders have a habit of being when it comes to practical things. The first Old Home Week was a big success. New Hampshire came from California and all points east. Many of them, properly primed with doughnuts, pie, and boiled beef and cabbage, decided that Dobbinsville or Orchard Centre was a pretty fine place to have a summer home, and maybe they subscribed to a fund to pay off the church mortgage or erect a monumental fountain. In any event, they had a grand time reminiscing about childhood days, renewing friendships and wandering among the scenes of their youth.

Picture is Wholesome, Humorous and Human

The idea quickly spread to other States, and now Old Home Week is a fixture in hundreds of towns and cities throughout the east and middle west. The spirit of gladness and rejuvenation which attends one of these gatherings has been captured in the story of "Old Home Week" and transferred to the screen. Which only emphasizes the fact that while it's a far cry from the days of the caveman's homecoming to the modern celebration of Old Home Week, the fundamental idea is still the same. It is founded on man's unalterable affection for the place where he used to hang his hat.

Admirers of Thomas Meighan are certain to hail his latest screen vehicle with the keenest delight. "Old Home Week" presents the popular Paramount star in a story made to order for his genial personality and histrionic talent. The plot is a wholesome and humorous concoction of swift-moving action, homespun comedy and delightful romance. Lila Lee has the leading feminine role and the supporting cast includes a host of experienced and well-known players. The picture opens at the Rialto next Sunday for a three days run.

"Old Home Week", Meighan Film, Makes Ocala, Florida, Famous

The beautiful little city of Ocala, two hundred miles north of Miami, Florida, recently underwent a complete transformation, emerging as "Clarksville," a typical mid-western town! The transformation lasted only three weeks, however, and inasmuch as there is no real "Clarksville" no serious damage was done.

It all happened during the filming of "Old Home Week", Thomas Meighan's latest Paramount picture, which makes its local bow at the Rialto next week. The screen play is based on an original story suggested by George Ade and is told against the background of the mythical small town of "Clarksville."

Now, mythical cities do very well on paper, but the camera requires something more substantial. So, after scouring Florida for hundreds of miles around, the city of Ocala was selected, and the entire production unit, headed by the star and Director Victor Heerman, came down from New York and spent approximately three weeks there making the exterior scenes.

Although Florida is a favorite location center for picture companies working in the east, Ocala has the unique distinction of never having served before as a background for motion picture action. It is a picturesque agricultural town, famous for its orange groves, and served admirably as a substitute for "Clarksville."

Lila Lee, who has the leading feminine role in the photoplay, Lawrence Wheat, Charles Dow Clark, Max Figman and Charles Sellon, members of the supporting cast, were among the prominent Paramount players included in the party which visited Ocala.

A feature of the trip was a mammoth Old Home Week celebration staged in Ocala especially for this Paramount picture. Hundreds of townspeople participated in it, and the civic authorities gave Mr. Meighan every cooperation in realistically portraying what is one of the most colorful and spectacular scenes ever flashed on the screen.

"Well," he said, "after I finish this picture I suppose I'll find myself playing opposite Baby Peggy!"

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Record Salary Paid to Extra in Meighan Film

The highest paid movie extra in the world lives in Ocala, Florida. For appearing in a single scene with Thomas Meighan in "Old Home Week" he received a Ford runabout, completely equipped, worth about \$450.

Four hundred and fifty dollars is a lot of money for

even in the movies, so it should be explained that two thousand other extras, all residents of Ocala, who made up the background of the picture, worked just as hard as John Walters and didn't receive even a spare tire.

Needing a large crowd of extras for the mob scenes in the court house square at Ocala, Victor Heerman, the director, offered each person volunteering a numbered ticket, the lucky ticket to win the Ford. More than three thousand tickets were distributed during the company's three weeks' stay in Ocala, and when the winning number was drawn out of a hat by Sheriff Thomas, Mr. Walters won the car.

It may have been their enthusiasm over the Ford car, or it may have been simply a burning desire to appear in pictures with so famous a star as Thomas Meighan, but whatever it was, there never was a more willing, cheerful, spontaneous group of extras in a motion picture than the Ocala citizens in "Old Home Week."

With their whole-hearted cooperation, it was an easy matter for Director Heerman to stage a typical Old Home Week celebration which is one of the spectacular features of the production.

"Old Home Week" was adapted to the screen from an original story suggested by George Ade, one of the best known of America's writers of humorous fiction. It is a warm slice of real small town life flavored with romance and sparkling with wit and pep. Lila Lee and a tip-top cast give Mr. Meighan excellent support.

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Advance Stories

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Wholesome, humorous and human, "Old Home Week" is the type of photoplay that provides ideal entertainment. Lila Lee, Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon are among the prominent players who appear in support of Mr. Meighan.

Meighan Photoplay on Rialto Screen

Film fans in general and admirers of Thomas Meighan in particular will be delighted to know that the popular Paramount star will make one of his all-too-few screen appearances locally when his latest production "Old Home Week" begins a three days' run at the Rialto Theatre next Sunday.

This is a crackerjack, bangup story, from the pen of George Ade, famed American author and humorist, brimming over with swift-moving action, breezy humor and wholesome romance. Tom Geraghty made the film adaptation and Victor Heerman wielded the megaphone.

Lila Lee is featured in the leading feminine role and the notable supporting cast includes such sterling favorites as Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon.

Paradoxical as it may sound, "Old Home Week" is the tale of a successful failure. Meighan has the part of Tom Clark, a small-town youth, who tries his luck in the big city, fails, and returns to his home town. Amusing complications ensue when the local folks are erroneously informed that Tom is a wealthy oil man. The plot takes an unexpected turn when a couple of sharpers try to engineer a fake oil deal and swindle the townspeople. In trying to beat the crooks, Tom is himself exposed, but he fights through to a triumphant finish.

One of the noteworthy features of the photoplay is an old-fashioned Old Home Week celebration.

Review

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Mr. Meighan s sonal triumph in town youth, who oil man. His per sincere and trem cause he has take it his own.

Victor Heerma picture, has surro a distinct sup among others Larry Wheat and

was written by Thomas Meighan, a combination of American and European characteristics. The picture is a most diversified and well-played. It is an opportunity for comedy and pathos, and the characterization of the army of his admirers is typically that it has that appeal which appeals to universal tastes. "Old Home Week," the help of Tom Meighan, who directed the film adaptation of all the humor of the typical town, so that the story is typically that it has that appeal which appeals to universal tastes. "Old Home Week," the help of Tom Meighan, who directed the film adaptation of all the humor of the typical town, so that the story is typically that it has that appeal which appeals to universal tastes.

to give me anything, because my lawyer tells me never to take anything for nothing, especially from strangers!" But the real estate man, undaunted, talked all the way through a shave, haircut and manicure. However, Tom didn't fall.

to the intelligent scenario Tom Geraghty has provided and the deft direction of Victor Heerman. The picture throbs with reality and humanness because they have convincingly transferred the spirit and flavor of the story to the screen.

Mr. Meighan has the assistance of a tip-top supporting cast which is headed by charming and lovely Lila Lee who contributes a delightful characterization as Tom's sweetheart. Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon are a few of the other prominent players, who give a very good account of themselves.

Meighan Troupe Enjoy Florida Wienie Roast

Motion picture folks look forward to a location trip with the same anticipation as a group of high school boys and girls going forth on a picnic. Not only do the cinematic celebrities enjoy travel, new sights and meeting strange people but location work also spells relief from the monotony of studio work.

Thomas Meighan, Lila Lee and others of the Paramount company, who recently completed "Old Home Week," under the direction of Victor Heerman, are among the boosters for frequent location jaunts. The major portion of this film was photographed in Ocala, Florida, a town of 3,000 real estate folks and about 2,000 other people. Needless to say, Ocala boasts all the advantages that has made Florida the Mecca of Northern tourists.

During their stay in Ocala, the members of the Paramount unit were tendered a wienie roast at the Ocala Country Club. A "wienie," for the benefit of those who don't know, is a hot dog, a frankfurter, and according to Tom Meighan, the little plump sausage, when roasted in a wood fire at the end of a long stick, flavored with mustard, and eaten in the Florida moonlight, makes first class food.

This was a wienie roast de luxe, however. A ten piece orchestra played operatic airs from the club house balcony, and a dozen negro waiters in white jackets served cake, salted almonds and pickles during the festivities.

"Old Home Week" is a comedy-romance full of wholesome fun and rich in love appeal. The photoplay is based on a story suggested by George Ade, which means that it is not only humorous but human.

Lila Lee Makes Final Screen Appearance in Meighan Picture

The latest cinema celebrity to desert the Klieg lights for the footlights is Lila Lee, who makes her final screen appearance—at least for some time—in Thomas Meighan's latest Paramount production, "Old Home Week," which opens Sunday at the Rialto Theatre.

The lovely and talented actress, whose bewitching personality and histrionic ability won her wide fame and popularity among the millions of picture-goers, is to star in a series of legitimate plays, the first of which is "The Charming Bride," an adaptation of a famous French farce.

Miss Lee, who in private life is the wife of James Kirkwood, well known stage and screen star, is no stranger to the stage. For many years, prior to her entrance into the movies, she was one of the headliners in vaudeville, and old-timers still remember her as the cute kid who used to be known as "Cuddles" in Gus Edwards' reviews.

Motion pictures claimed her when she outgrew the vaudeville child roles and she played in such early Paramount successes as "The Cruise of the Make Believe," "A Daughter of the Wolf" and "The Heart of Youth." It was in Cecil B. DeMille's "Male and Female" that she won recognition as an appealing type, capable of bigger and more difficult parts. Since then she has appeared in an unending array of photoplays which have brought her to the topmost rung of the film ladder.

In "Old Home Week," which is an original screen story written for Mr. Meighan by George Ade, foremost American humorist, Miss Lee is featured at the head of an imposing cast of experienced players including Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon.

The latest Meighan vehicle is a delightful mixture of laughs, romance, action and thrills laid against the background of an average American small town. Tom Geraghty adapted the story and Victor Heerman directed.

Meighan's Thoughtfulness Assures Fitting Memorial for Bobby Harron

Ever since the death of Robert Harron nearly four years ago, the motion picture industry has talked about a Harron memorial. Mention of his name still brings an odd little hush to the film parties of Hollywood and the East Coast studio group. Everybody who came in contact with him remembers his quiet, sincere, lovable personality, and everybody agrees that something should be done to keep his memory fresh. A number of suggestions have been made, but nobody has done anything.

Nobody except Thomas Meighan! Tom made a location trip to a little town called Ocala, Florida, a few months ago to shoot the exterior of his latest Paramount picture, "Old Home Week." As is his custom, Tom gave a benefit for charity during his stay there, raising more than \$2,500 for the Marion County Hospital—enough to completely equip the children's ward.

After the benefit a committee of the hospital trustees waited on Tom at the hotel and suggested that the new hospital be named the "Thomas Meighan Ward."

Tom thought it over a few minutes and then shook his head. "No," he said, "I don't need a memorial—yet. But I tell you what I wish you'd do. Call it the 'Robert Harron Ward.' He was a very dear friend of mine and one of the finest characters that ever played in motion pictures."

Then Tom told the committee of his friendship with Harron, the pictures the young star had appeared in before his untimely death, the fine, wholesome example he had left behind. And although they were not enthusiastic about the idea at first, when they left, they unanimously agreed that naming the ward for Harron would be fitting and appropriate.

A tablet bearing Robert Harron's name and a brief history of his career will be placed in the corridor of the new Marion County Hospital. And although Ocala had only a fleeting glimpse of him on the screen—in "The Birth of a Nation," "Hearts of the World" and a few other Griffith pictures—his memory will be kept alive in this little Florida town through Thomas Meighan's thoughtfulness.

'Twas Only a "Prop" Sandwich!

The question, when is a sandwich not a sandwich, was recently answered by a little girl, who plays a minor role in Thomas Meighan's latest Paramount production, "Old Home Week."

In one of the scenes of the picture, which was directed by Victor Heerman, huge plates of sandwiches and cake, and a big bowl of punch were spread. The action called for the little girl to gobble a big sandwich during the few moments in which her mother turned from her to talk to the star.

For some reason the scene had to be repeated several times, and after the last one, the girl noticed a couple of hundred extras, who had been working in another picture on the same stage, crowding their way to the studio restaurant and casting wistful glances at the money-saving food as they passed.

"Gee whiz, they can have 'em", grumbled the little actress. "I've had to eat four of these 'props' and I'd like a little real food."

Stories Pro Reviews

Week" to Rialto Feature

"EEK," the new picture, which opens at the Rialto Theatre for a week, offers the rare combination of a brilliantly interesting and a humorous story.

by George Ade, a humorist, and a picture which is a vehicle for that popular screen idol, Tom Geraghty.

Known scenario business, wrote the picture, and Victor Heerman directed it.

particularly sympathetic picture—that a chap who fails to make it in New York and returns to his hometown.

The fun local citizens get out of the picture is the big oil company of a time Tom is a success and his triumph is the "only girl" when he is published.

the plot develops complications, but proves his business a bit of strategy he returns home after having "made good" in New York. At least the he has been take it for granted that his business is successful inasmuch as the Amalgamated Oil Co. The delight of his arrival with the keenest very much because the town is at that boom, in the midst of an oil boom.

At about the time the local "hero" returns, a couple of crooked fellows, who are the result of the oil boom, develop a plan to swindle the town out of its money.

Rialto Screen

ral and admirers in particular know that the star will make a screen appearance in his latest production, "Old Home Week," which begins at the Rialto Theatre.

kerjack, bangup of George Ade, humor and pathos, and with swift-movement and wholehearted humor, and Victor Heerman directed it.

ed in the leading roles, the notable supporting cast includes Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon.

may sound, "Old Home Week" is a tale of a successful man who returns to his hometown and finds it in a state of financial collapse.

of sharpers try to swindle him out of his money. In trying to do this, he is himself exposed to a series of adventures.

orthy features of an old-fashioned celebration.

Review No. 1)

A HOME SPUN comedy-romance, and with it acted, skillfully directed a plot that is the added advantage of "Week." The picture, "Old Home Week," is about as satisfying and entertaining as a photoplay as the current season has produced.

Here is a picture that portrays the life in such a town as Main Street and does it in a human and humorous fashion that the memory of it will linger long after the other photoplays have been forgotten.

Although the star's performance is supported by an exceptional line-up of experienced players, headed by Lila Lee, who acquires themselves with "Old Home Week" boasts the author, George Ade, and if there is a picture in America today who can write an average small town and pathetically about it amusingly, sympathetically and understandingly, it is this picture and understandingly, it is whose shrewd humorist, quips have won for him an enviable reputation.

In brief, the story deals with the returns of a small town boy, who has come after having "made good" in New York. At least the he has been take it for granted that his business is successful inasmuch as the Amalgamated Oil Co. The delight of his arrival with the keenest very much because the town is at that boom, in the midst of an oil boom.

At about the time the local "hero" returns, a couple of crooked fellows, who are the result of the oil boom, develop a plan to swindle the town out of its money.

the resultant development of action and suspense, leading up to a surprise happy ending. The picture, as a whole reflects on Tom Geraghty who made the screen adaptation and Victor Heerman who produced it.

Review No. 2)

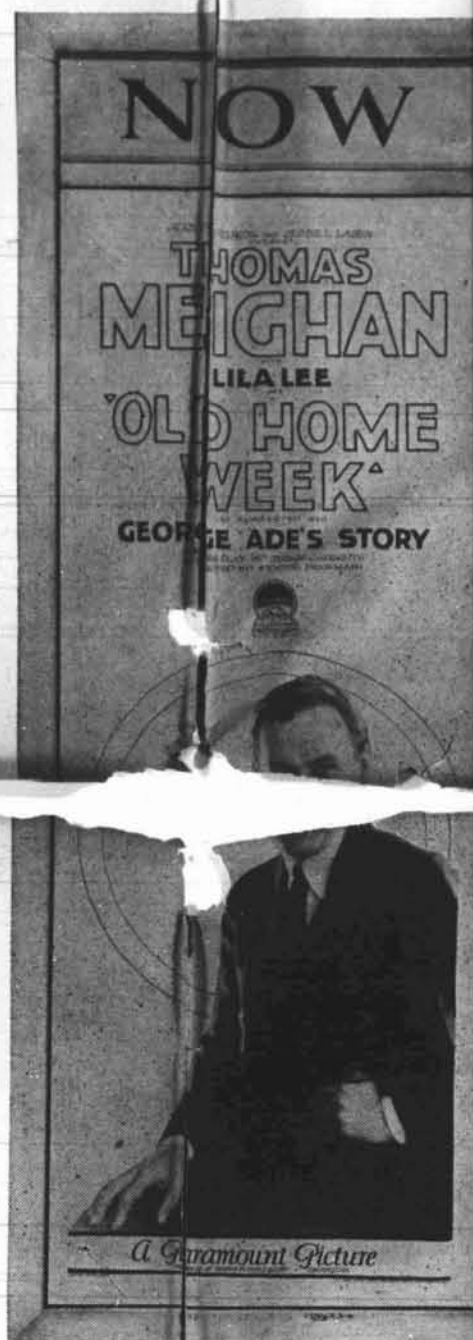
Comedy, action and romance are ingeniously combined in "Old Home Week," the new Paramount production starring Thomas Meighan, which opens at the Rialto Theatre.

"Old Home Week" is something more than a mere vehicle for the talents of Mr. Meighan's magnetic personality and undeniable histrionic ability. It is a graphic representation of the small town in all its glory.

The story, which was written by George Ade, is an original American humorist. It strikes out new lines, develops a series of delightful complications, and finally winds up in a blaze of glory.

Mr. Meighan scores a distinct triumph in the part of the small town youth who poses as a wealthy oil man. His performance is natural, tremendously human because he has taken the role and made it his own.

Victor Heerman, who directed the picture, has surrounded the star with a supporting cast, which includes Lila Lee, Larry Wheat, Charles Dow Clark, Max Figman and Charles Sellon.



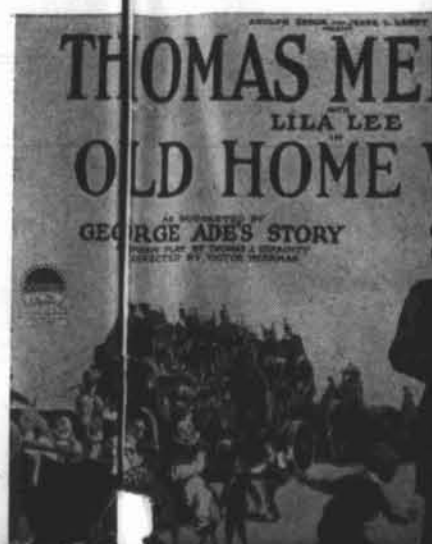
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One Sheet Poster 1A



Colored Lobby Card (22" x 28")

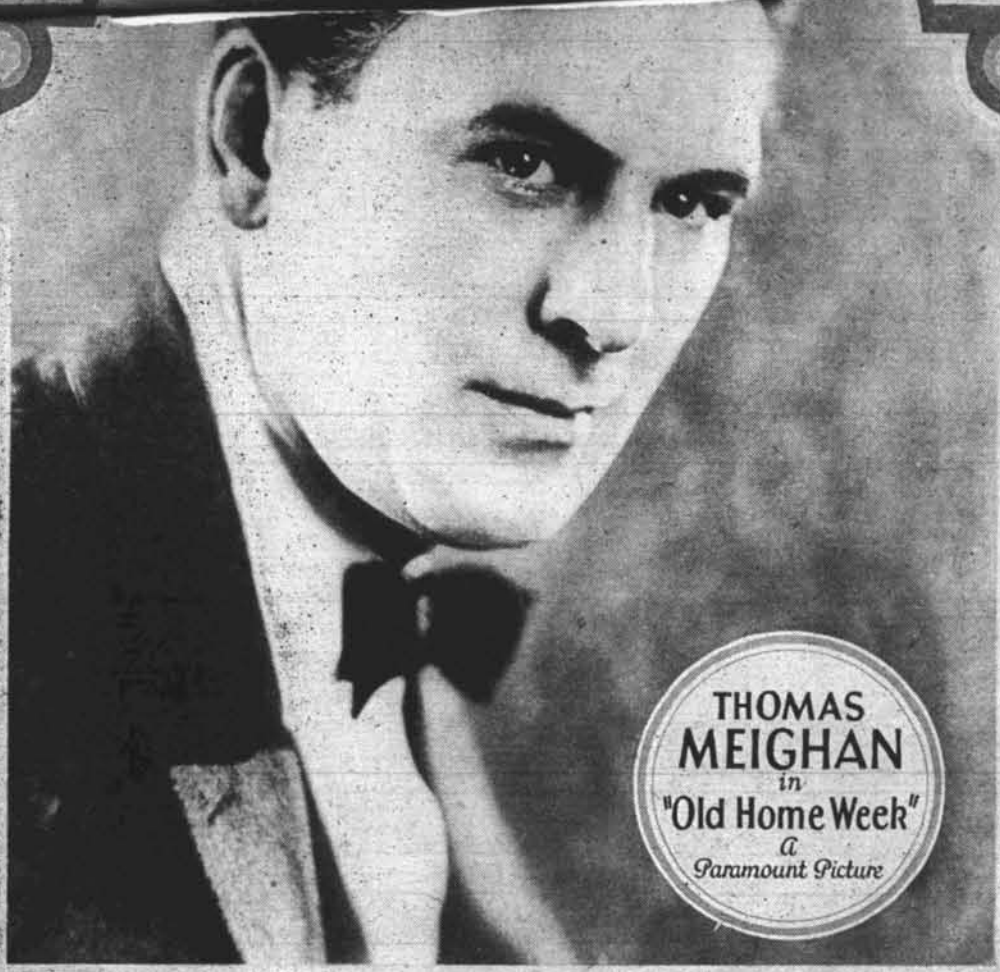


SET OF EIGHT COLORED LOBBY CARDS—EACH 11 x 14

NOW

THOMAS MEIGHAN
LILA LEE
"OLD HOME WEEK"
GEORGE ADE'S STORY

Screen Scrapbook



INSERT CARD
(Illustrated Above)

THOMAS MEIGHAN
LILA LEE
OLD HOME WEEK
GEORGE ADE'S STORY

Classy Four-Page Rotogravure Magazine

Above is reproduced the stunning cover of the four-page roto magazine offered to exhibitors on this production. Actual size is 10½ x 16½ inches.

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Samples at exchanges.

One Sheet Poster 1A

THOMAS MEIGHAN
LILA LEE
OLD HOME WEEK
GEORGE ADE'S STORY

THOMAS MEIGHAN
LILA LEE
OLD HOME WEEK
GEORGE ADE'S STORY

THOMAS MEIGHAN
LILA LEE
OLD HOME WEEK
GEORGE ADE'S STORY



INSERT CARD
(Illustrated Above)

SET OF EIGHT COLORED LOBBY CARDS—EACH 11 x 14



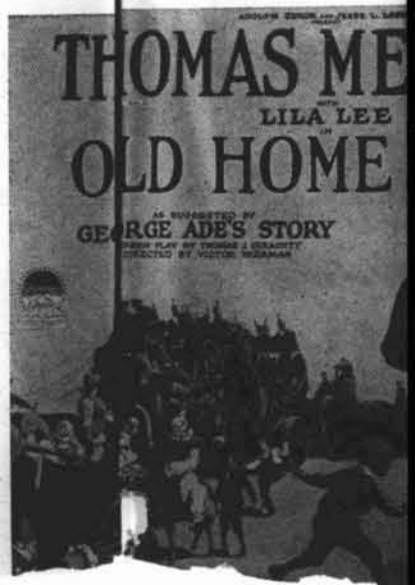
Colored Window Card



Colored Lobby Card (22" x 28")



Announcement Slide



Six Sheet Poster

Advertising Price List

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
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Banner.....	2.00
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60
STAR CUTS OF MEIGHAN	
One Column.....	.25
Two Column.....	.40
Three Column.....	.60
Circle Thumbnail (Coarse or Fine).....	.15
FOR NEWSPAPER ADS—ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (two column).....	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
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Four Column (Ad. Only).....	.25
Seven Column.....	.50
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Window Cards.....	.07
Herald, per thousand.....	3.00
Cross Word Puzzle Books, Each.....	.95
Announcement Slide.....	.10
Publicity Photos.....	.10
Rotogravure Magazine, per thousand.....	7.50

Trailers—National Screen Service
124 W. 46th St., New York City
846 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles, Cal.

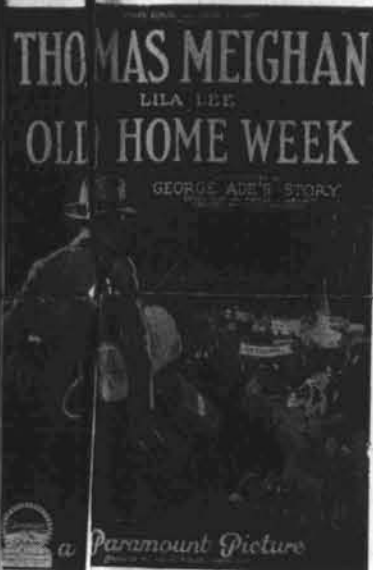
PRESS BOOKS AND MUSIC CUES ARE GRATIS.



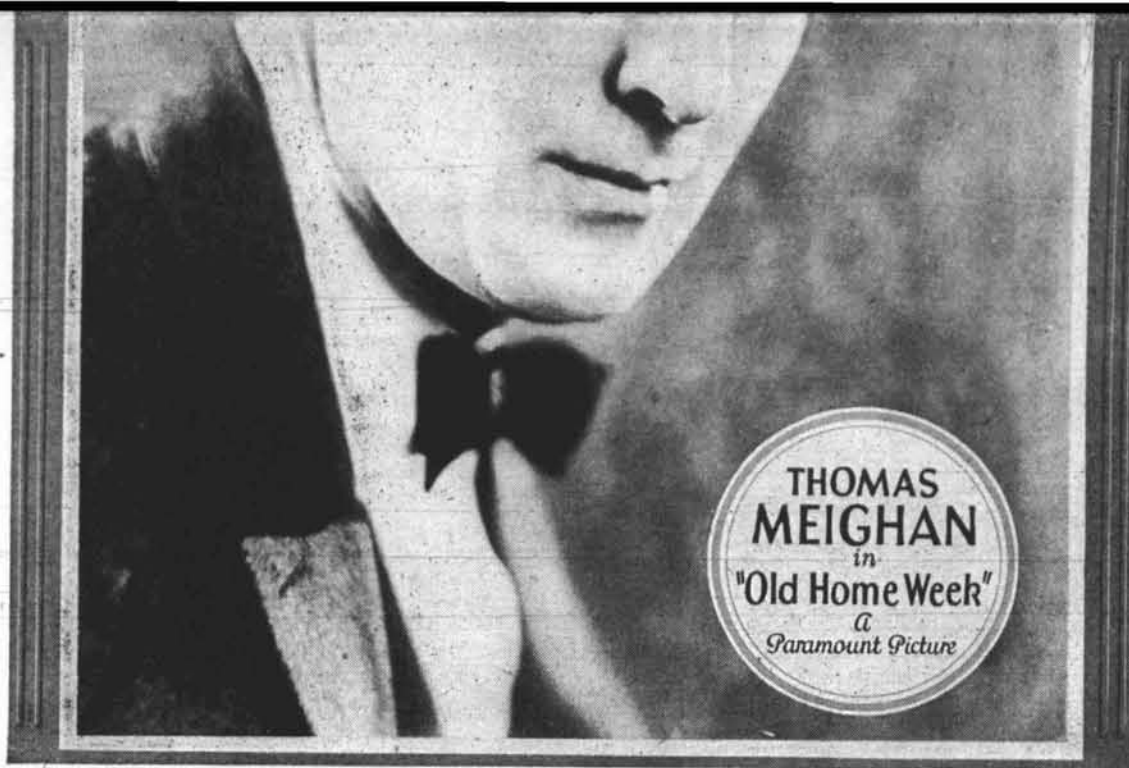
Twenty-four Sheet Poster

A Paramount Picture

INSERT CARD
(Illustrated Above)



One Sheet Poster 1A

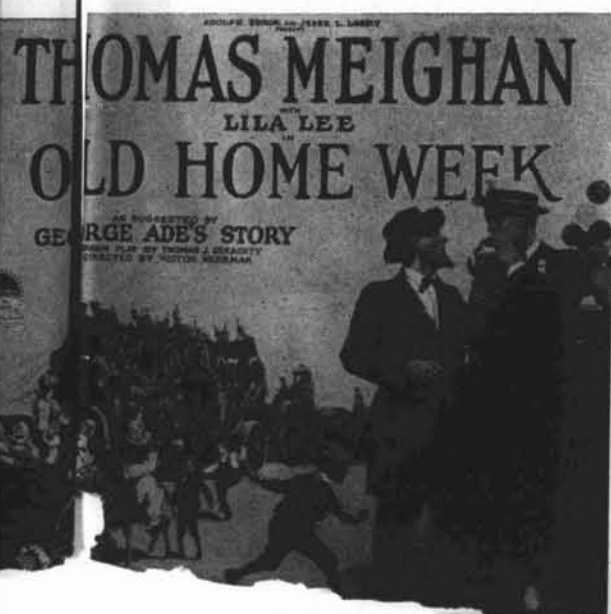


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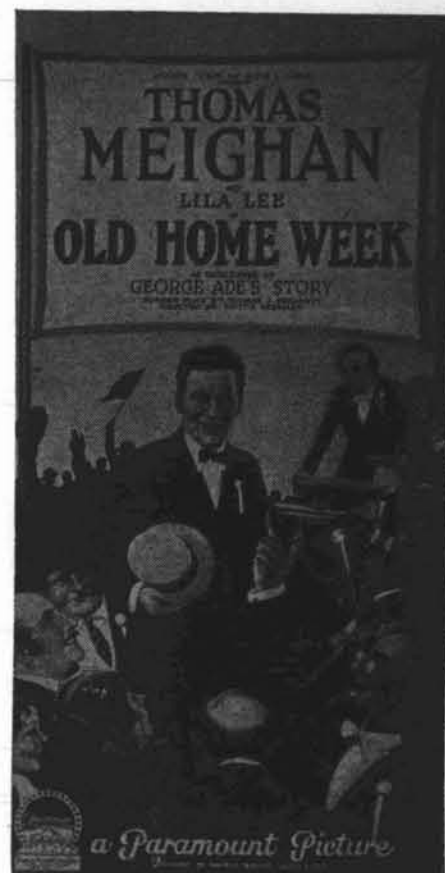
A thousand for only \$7.50. Samples at exchanges.



Six Sheet Poster 6A



One Sheet Poster 1B



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

The Greatest Meighan Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



SUGGESTED BY
GEORGE ADE'S
— STORY —



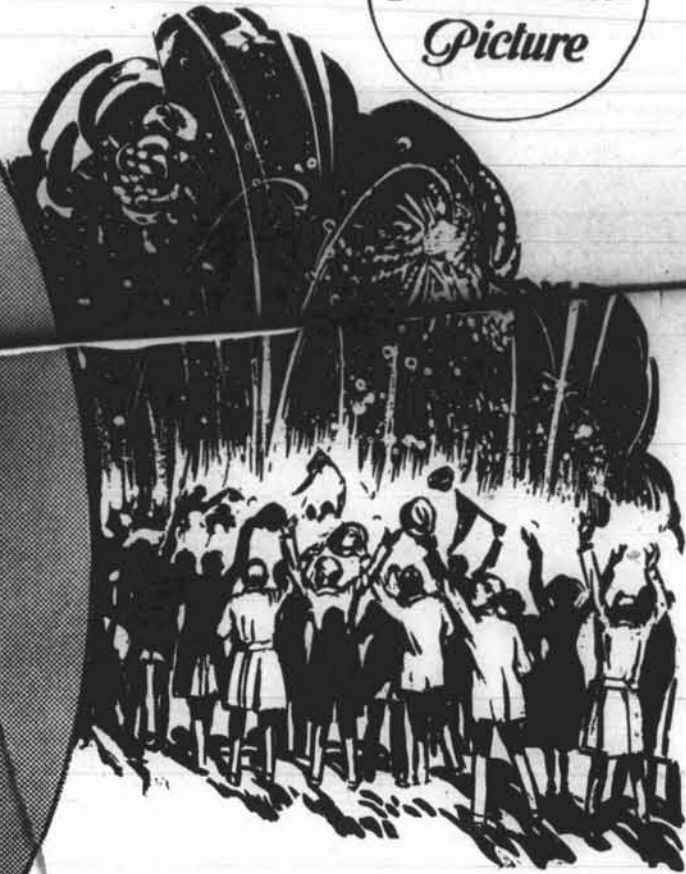
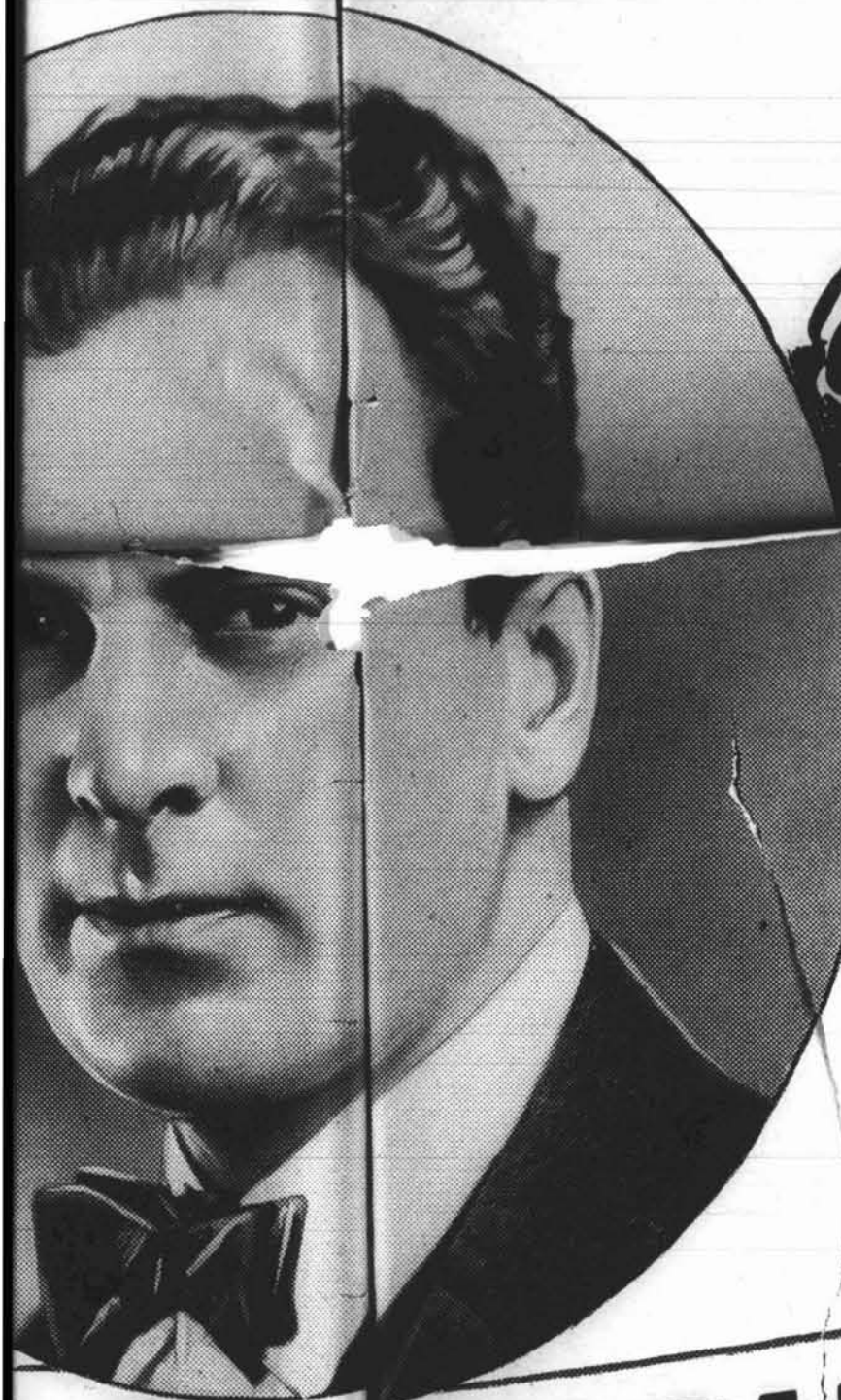
THOMAS M. "OLD HOME IN

Screen play by
Thomas J. Geraghty

IF you want to get the thrill that comes on
be on the sidelines when Tommy comes
Back to the old home town and the girl
him. Back to the town that went back on him.
"Old Home Week" is the same type
American story as "Back Home and Broke"
story by America's leading humorist, Ge
scenarized by Tom Geraghty—the same o
gave you "Back Home and Broke" and oth
successes.

an Picture in Many Years!

a
Paramount
Picture



— WITH —
LILA LEE

AS MEIGHAN **HOME WEEK"**

to get the thrill that comes once in a lifetime, sidelines when Tommy comes marching home! the old home town and the girl he left behind to the town that went back on him. "Home Week" is the same type of wholesome story as "Back Home and Broke." Based on a America's leading humorists George Ade, and by Tom Geraghty—the same combination that "Back Home and Broke" and other big Meighan

Directed by
Victor Heerman



IF you want to get the thrill that comes from being on the sidelines when Tommy comes home, Back Home is the ticket. Back to the old home town and the old friends who are still there waiting for him. Back to the town that went back to normal after he was gone.

"Old Home Week" is the same American story as "Back Home and Broke," a story by America's leading humorist and scenarized by Tom Geraghty—the same man who gave you "Back Home and Broke" and many other successes.



Theatre



WITH
LILA LEE

AS MEIGHAN HOME WEEK"

to get the thrill that comes once in a lifetime, when Tommy comes marching home! The old home town and the girl he left behind the town that went back to him. "Home Week" is the same type of wholesome comedy as "Back Home and Broke." Based on a story by George Ade, and Tom Geraghty—the same combination that made "Back Home and Broke" another big Meighan

Directed by
Victor Heerman



atre

Name

Playing Dates,
Other Features



*a
Paramount
Picture*

THAT old gang of Meighan's—George Ade and Tom Geraghty—author and scenarist of "Back Home and Broke"—reunited to make "Old Home Week" the biggest and best Meighan picture ever!

ADOLPH ZUKOR
JESSE L. LASKY

SUGGESTED BY

GEORGE ADE'S
STORY

THOMAS MEIGHAN *in* "OLD HOME WEEK" WITH LILA LEE

Four-column Newspaper Advertisement 4A

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

THOMAS MEIGHAN
in
"OLD HOME WEEK"
SUGGESTED BY
GEORGE ADE'S STORY
WITH LILA LEE
A Paramount Picture

WHOOP 'er up!
Here's our good friend, Tommy, headin' a big parade of high jinks and heart-tugs. Join the crowd!

Screen play by Thomas J. Geraghty—Directed by Victor Heerman

Two-column Press Advertisement 2A

Ad or Program Paragraphs

The kind of home-Ade winner that Meighan makes.

The author, star, and scenarist of "Back Home and Broke."

Celebrate Old Home Week.

A picture with comedy, speed, and slashing action.

How long is it since you've been back home? This picture takes you there.

The tale of a successful failure.

The story of a man who had a brass band in front of him and the sheriff behind him.

For that summer languor: Meighanade.

Twice as good as any Meighan picture in the past year.

The story of a local boy who came home to make good.

What happens to the country boys who go to New York to seek their fortunes?

Meighan hits the peak
In "Old Home Week."

TRAILER

National Screen Service, Inc., issues an excellent Service Trailer on "Old Home Week." See Price List on Page 4.



Two-column S



THOMAS MEIGHAN AND LILA LEE IN GEORGE ADE'S "OLD HOME WEEK" A PARAMOUNT PICTURE

Three-column Production Mat 3P

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
GEORGE ADE'S
 STORY
AN in
 WITH **LILA LEE**

am Paragraphs

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 ntry boys who go to New York to
 an hits the peak
 d Home Week."

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
THOMAS MEIGHAN IN
"OLD HOME WEEK"
 A Paramount Picture
 WITH **LILA LEE**

SCREENLAND'S favorite son in a wholesome American comedy-drama of New York and Main Street. Suggested by **GEORGE ADE'S** story.

One-column Press Ad 1A



THOMAS MEIGHAN IN THE PARAMOUNT PICTURE "OLD HOME WEEK"

(Production Mat 1PB)

(See 2-col. Mat on Page 5)



THOMAS MEIGHAN IN THE PARAMOUNT PICTURE "OLD HOME WEEK"

Production Mat 1PA

	1	2	3	4	5		6	7	8	9		
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		50					51			52		
							53					
							54					

HORIZONTAL

- 1. Tears up
- 6. Pedestals
- 11. Apparel for foot
- 12. Smooth
- 14. A preposition
- 16. A pithy saying
- 17. A number
- 18. A printer's measure
- 19. A color
- 20. A diseased person
- 22. Bustle

VERTICAL

- 2. Bone
- 3. Measure of electrical resistance
- 4. Instrument
- 5. A long seat
- 6. An East Indian shrub
- 7. Assert
- 8. A Japanese coin
- 9. A printer's measure
- 10. A musical instrument
- 13. A Hebrew prophet

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
THOMAS MEIGHAN in
"OLD HOME WEEK"
 A Paramount Picture WITH **LILA LEE**


THOMAS MEIGHAN "OLD HOME WEEK"

WITH
LILA LEE

Four-column Newspaper Advertisement 4A

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

THOMAS MEIGHAN
IN
"OLD HOME WEEK"
SUGGESTED BY
GEORGE ADE'S STORY WITH LILA LEE
A Paramount Picture



WHOOP'er up!
Here's our good friend, Tommy, headin' a big parade of high jinks and heart-tugs. Join the crowd!

Screen play by Thomas J. Geraghty—Directed by Victor Heerman

Two-column Press Advertisement 2A

Ad or Program Paragraph

The kind of home-Ade winner that Meighan makes.
The author, star, and scenarist of "Back Home and Broke."
Celebrate Old Home Week.
A picture with comedy, speed, and slapping action.
How long is it since you've been back home? This picture takes you there.
The tale of a successful failure.
The story of a man who had a brass the sheriff behind him.
For that summer languor: Meighan hits the beach.
Twice as good as any Meighan picture.
The story of a local boy who came home to make good.
What happens to the country boys who go to New York to seek their fortunes?
Meighan hits the beach.
In "Old Home Week."

TRAILER

National Screen Service, Inc., issues an excellent Service Trailer on "Old Home Week." See Price List on Page 4.



Two-column



"You'll do as I tell you."

THOMAS MEIGHAN
at his best. In a story rich in dramatic situations--gushing with action and spouting with humor



"Be careful, they're trying to get you."

THOMAS MEIGHAN
WITH LILA LEE
IN **"OLD HOME WEEK"**
SUGGESTED BY GEORGE ADE'S STORY



SCREEN PLAY BY THOMAS J. GERAGHTY
DIRECTED BY VICTOR HEERMAN

A Paramount Picture

PRESENTED BY ADOLPH ZUKOR
JESSE L. LASKY

Double-page Center Spread of Classy Four-Page Colored Herald—\$3.00 per 1,000



Two-column



WITH
LILA LEE

Paragraphs

that Meighan makes.
of "Back Home and Broke."
and slapping action.
been back home? This picture
and in front of him and
Meighan de.
e in the past year.
ne to make good.
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SCREENLAND'S favorite son in a wholesome American comedy-drama of New York and Main Street. Suggested by GEORGE ADE'S story.

One-column Press Ad 1A



Two-column Supplementary Press Ad 2AS



A Paramount Picture



Two-column Supplementary Press Ad 2ASX



THOMAS MEIGHAN
IN THE PARAMOUNT PICTURE
'OLD HOME WEEK'

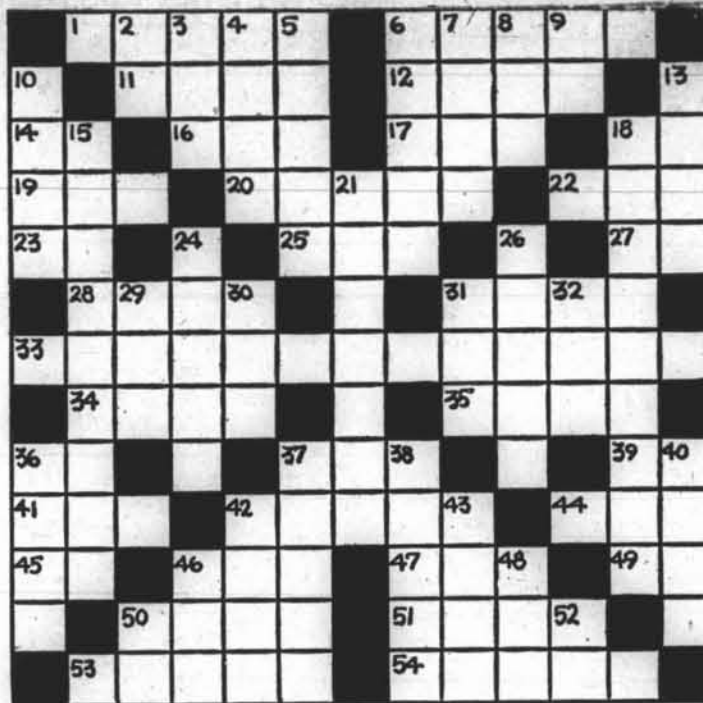
(Production Mat 1PB

(See 2-col. Mat on Page 5)



THOMAS MEIGHAN IN THE
PARAMOUNT PICTURE
'OLD HOME WEEK'

Production Mat 1PA



HORIZONTAL

1. Tears up
6. Pedestals
11. Apparel for foot
12. Smooth
14. A preposition
16. A pithy saying
17. A number
18. A printer's measure
19. A color
20. A diseased person
22. Bustle
23. A parent
25. A measure of cloth
27. A pronoun
28. To converse
31. Of the laity
33. First and last names of a very popular movie

VERTICAL

2. Bone
3. Measure of electrical resistance
4. Instrument
5. A long seat
6. An East Indian shrub
7. Assert
8. A Japanese coin
9. A printer's measure
10. A musical instrument
13. A Hebrew prophet
15. Lessons
18. Process of mental training
21. A primary bud (Bot.)
24. One who tames
26. Wise men (those who go to Paramount Pictures)

34. A separate entry
35. Closely confined
36. A printer's measure
37. Aged
39. Within
41. Past
42. An imaginative being
44. A digit
45. Caesar (abbr.)
46. Head gear
47. A sea bird
49. A continent (abbr.)
50. Place of residence
51. A period of time
53. A color
54. Breaks suddenly

30. A kind of hat
31. Part of the mouth
32. In his name (abbr.)
36. Every
37. Made of oats
38. Sketches
40. Close at hand
42. Renown
43. River in China
46. Farming implement
48. A large parrot
50. Hour (abbr.)
52. Kitchen Police (abbr.)

OLD HOME WEEK

Two-column Press Advertisement 2AX



3' x 10' Colored Banner—Light Background for Imprinting—\$2.00 Each

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“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress